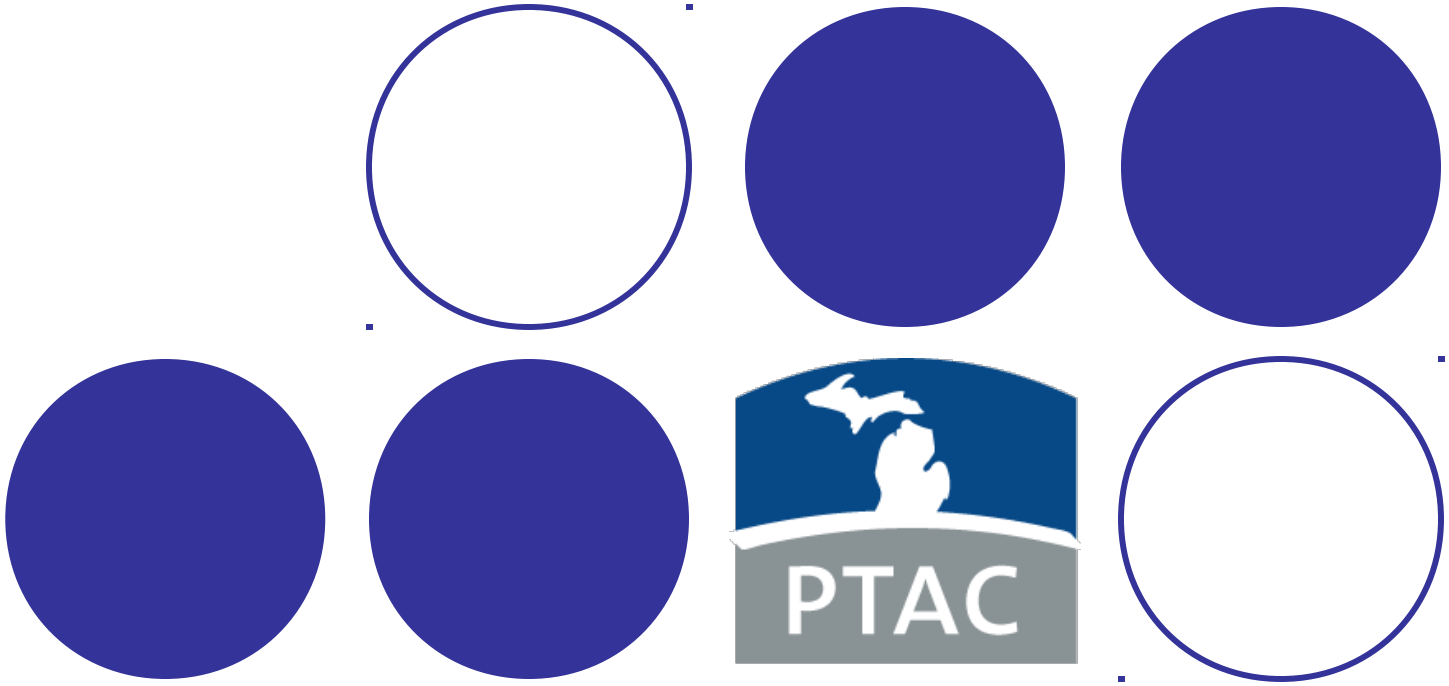
Procurement Technical Assistance Center

Government Contracting 101

2013 TACOM Small Business Fair



Tuesday, June 11th 2013

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What is PTAC?

Funded by the Department of Defense & the Michigan Economic Development Corporation (MEDC)/Defense Contract Coordination Center (DC3) to educate small businesses regarding government contracting

- **One-on-One Counseling**
- **Troubleshooting**
- **Price History Reports**
- **Specifications & Standards**
- **Training Events & Seminars**
- **Bid Match**
- **Agency Matches**
- **Solicitation Review & Proposal/Bid Preparation**

Most of these services are free of charge!

Agenda

- Initial Considerations
- Getting Registered – Your First Step
- Small Business Programs
- Finding Opportunities
- Contract Preparation & Administration
- Resources for Government Contractors
- Checklist

Matthew Lesko's
Free Money for EVERYBODY
680 Pages
1,700 Programs
90 Minute DVD
Hot Linked To Web
BOOK and DVD
1,700 of the Best Government Free Money Programs Your Tax Money Can Buy
EVERYBODY

Initial Considerations

Why Sell to the Federal Government?

Statistics FY 2011

- **$422 billion**
  - ***Total federal purchases of goods/services***

- **$91.5 billion (21.65%)**
  - ***Total Federal purchases of goods/services awarded to small businesses***

Information obtained from:
http://www.usaspending.gov and http://www.fedspending.org

Initial Considerations

Who Should Sell to the Government?

Companies that:

- Have an identifiable product/service
- Are successful/stable
- Desire market expansion
- Have computer and internet capability/access
- Possess the resources to dedicate time and effort
- Have their entire team or company on board

Getting Registered

- Obtain Duns Number
- Register and Certify in SAM
  - Determine Product/Service Classification
- Register in Dynamic Small Business Search

Getting Registered

Obtain a DUNS Number

DUN & Bradstreet

- You need this number to register with SAM and other Federal Agencies
- To obtain a Duns number:
  - Call DUNs & Bradstreet at (866) 705-5711
  - Or register on website at: **http://fedgov.dnb.com/webform/displayHomePage.do**
- This is no charge in obtaining this number!

Getting Registered – Your First Step

Classifying Products /Services

Industry Product/Service Classification Codes

- ★ **North American Industry Classification System (NAICS)**
- ★ **Standard Industrial Classification (SIC) code**

To look up NAICS and SIC codes, go to:

http://www.census.gov/eos/www/naics/

Refer to Registration Assistance Checklist (in your packet) for web links to the codes above!

Getting Registered

System for Award Management (SAM) – Entity Management

- Required to do business with the federal government or receive a contract award
- Assigns Commercial and Government Entity Code (CAGE)
- Get paid (Electronic Funds Transfer)
- Links to Dynamic Small Business Search
- Manages Representations and Certifications
- Does not sign a company up to receive procurement opportunities
- Profiles must be updated annually
- Spam alert!

http://www.sam.gov

Getting Registered

SBA Dynamic Small Business Search (DSBS)

- Links within SAM registration
- Opportunity to provide more visibility, marketing, and company information for primes and agencies
- Utilized by federal procurement representatives to research available small businesses

http://dsbs.sba.gov/

Small Business Programs

Small Business Programs

SBA Government-Wide Procurement

Small Business Act states that ***all*** small businesses shall have the opportunity to participate in **providing goods and services to the government.**

To ensure that small businesses get their fair share, the **SBA negotiates** procurement **preferences** with each **federal agency.**

Those requirements are also passed on to **prime contractors through their subcontracting plans.**

Small Business Programs

What Defines a Small Business?

- **Organized for profit, with a place of business in the U.S.**
- **Operates primarily within the U.S. or makes a significant contribution to the U.S. economy (taxes or use of American products, materials or labor)**
- **Falls within the size standard for small business in its industry:**
  http://www.sba.gov/content/table-small-business-size-standards

500 employees for most manufacturing and mining industries
100 employees for all wholesale trade industries
$7 million for most retail and service industries
$33.5 million for most general & heavy construction industries
$14 million for all special trade contractors
$0.75 million for most agricultural industries

23% set-aside goal for federal agencies

Small Business Programs

8(a) and SDB

The SBA has two programs for companies owned and controlled by socially and economically disadvantaged individuals:

- **8(a) Business Development Certification Program (3% set-aside goal)**
- **Small Disadvantaged Business Program (Self Certify) (5% goal)**

<u>8 (a) Workshops</u>: Sponsored by SBA in Detroit.

The first Wednesday of every month - 9:00 am to 11:00 am

515 McNamara Building, 477 Michigan Avenue, Detroit, MI 48226

Room 895 (8th floor)

http://www.sba.gov/content/8a-business-development

Questions? Call (313) 226-6075
x253 Tom Vargo, x256 Billie Anderson or x259 Romy Ancog

Small Business Programs

HUBZone

Historically Underutilized Business Zones (HUBZone).

A federal program focusing on communities with low income or high unemployment.

- Principal office located in a HUBZone
- Company owned and controlled by one or more U.S. citizens
- At least 35% of the company's employees must be HUBZone residents
- Formal certification required

http://www.sba.gov/hubzone

3% set-aside goal for federal agencies

Small Business Programs

Women Owned

A small business concern which is at least 51% owned and operated by one or more women

- Women-owned small businesses (WOSBs) certification is available for businesses that fall within 83 industries in which WOSB are under-represented
- Economically disadvantaged women-owned small businesses (EDWOSBs)
- Personal Net Worth less than $750,000
- Personal income less than $350,000
- Fair market value of all assets less than $6 million
- Self-certify

http://www.sba.gov/content/contracting-opportunities-women-owned-small-businesses

5% goal for federal agencies

Small Business Programs

Service-Disabled Veteran-Owned

Veterans with a service connected disability are eligible to self-represent as a Service Disabled Veteran.

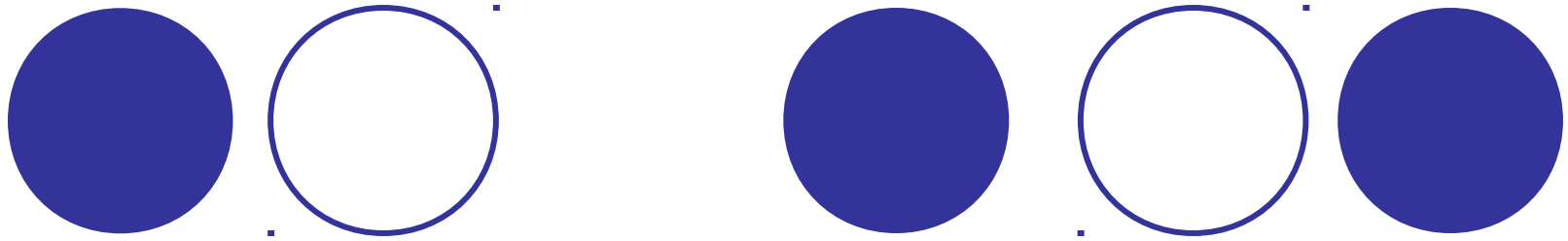
3% set-aside goal and sole source opportunities with federal agencies

Veterans discharged medically may obtain a copy of military records, by going to: http://www.archives.gov/veterans/military-service-records/get-service-records.html

Veterans who were not medically discharged but wish to be evaluated as service-disabled may file a claim at http://www.va.gov, point to “Benefits”, click on “Compensation & Pension”.

Center for Veterans Enterprise
http://www.vip.vetbiz.gov/

***Veteran-owned and service-disabled veteran-owned business are encouraged to registered here since federal agencies search the database for qualified veteran-owned and service-disabled veteran-owned companies.**



Small Business Programs

Set-Asides and Goals

Set asides

23% Small Businesses

5% Women-Owned Small Businesses (within given 83 NAICS codes)

3% 8(a) Set-asides

3% Service Disabled Veteran-Owned Small Businesses (SDVOB)

3% HUB Zone Businesses

Goals (Encouraged)

5% Small Disadvantaged Businesses (SDB)

Best Effort

Veteran Owned

To monitor an agency's Goals and Achievements, go to

http://www.sba.gov/aboutsba/sbaprograms/goals/index.html

Small Business Programs

Subcontracting Opportunities

Help Small Businesses Get a Piece of the Pie

- Prime contracts over $650,000 require a subcontracting plan
- Prime contracts over $1.5 million for construction require a subcontracting plan

(Small Business are not required to do Subcontracting Plans)

Department of Defense Subcontracting Directory:
http://www.acq.osd.mil/osbp/doing_business/Subcontracting_Directory_0908.pdf

SBA Subcontracting Directory:
http://www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_subcontracts_opportunities.html

Small Business Programs

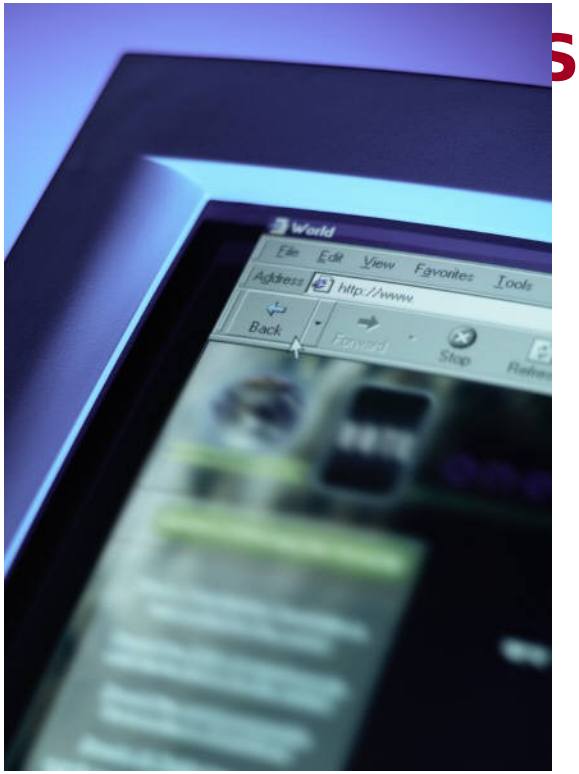
Subcontracting Opportunities

- Research which primes may need *your* product or service
- Go to their website, learn about them, register as a vendor with them
- Market to them, let them know *they* need YOU
- Become a vendor of prime contractors by filling out prime contractor vendor registrations (usually on their web site)
- SUB-Net http://web.sba.gov/subnet/search/dsp_search_option.cfm or Google “SBA Sub-Net” (usually construction contracts)

Finding Opportunities

The Search Is On!

Solicitations, Bids, Purchases



Finding Opportunities

Federal Business Opportunities

- Solicitations
- Presolicitation Notices
- Amendments/Modifications/Cancellations
- Awards
- Requests for Information (RFIs)
- Information deemed necessary by the contracting officer (i.e. Sources Sought Notices)
- Use as a market research tool!

http://www.fbo.gov

Finding Opportunities

Contract Purchasing Guidelines

Credit Card Card holder's purchasing power is determined by their level of authority. 	$3,000 to $25,000 **Agencies must solicit competitive quotes** (non credit card purchases, ex: DIBBS/BSM)
Greater than $25,000 Must be advertised on fedbizopps.gov	Greater than $650,000 (or greater than $1,500,000 for construction) Subcontracting Opportunities with Primes

Finding Opportunities

Sole Source Contracts

43--Brand Name Only. Lakos Model #JSK-0085-V/FL Centrifugal-Action Separator

General Information

Document Type: Sources Sought Notice
Solicitation Number:W9127S08T0015
Posted Date: Nov 19, 2008
Original Response Date: Nov 26, 2008
Current Response Date: Nov 26, 2008

Original Archive Date:Jan 25, 2009
Current Archive Date:Jan 25, 2009
Classification Code:43 -- Pumps & compressors
Set Aside: Total Small Business
Naics Code:333996 -- Fluid Power Pump and Motor Manufacturing

Contracting Office Address: USACE Little Rock District, 700 West Capitol, Little Rock, AR 72201

Description: The Little Rock District, Corps of Engineers is seeking sources for Brand Name Lakos Separator Filtration Pumps. **It is the governments intent to award as a Sole Source to the authorized Lakos dealer Condit Company,** 7895 Stage Hills Blvd, Suite 101, Bartlett, TN 38133. **If other available sources are eligible to quote, your response is requested by 26 November 2008.** Contact Juanita Granger, Purchasing Agent at nita.a.granger@usace.army.mil.

Point of Contact: Juanita A. Granger, 501-324-5720

Finding Opportunities

Tips When Reviewing Solicitations

- **Read the solicitation carefully – Read it again!**
- **Know your market for pricing.**
- **Obtain a procurement history report from PTAC or agency – if available.**
- **Who was awarded the contract previously?**
- **Attend pre-bid meeting and/or walk-through (construction and service contracts)**
- **Get clarification of ambiguities or mistakes in the bid package from the contracting officer.**
- **Consider costs for: packaging, shipping, marking, RFID, delivery, overhead, material, labor, transportation, travel**
- **Direct questions to contracting officer**
- **Proof read!**
- **Contact the PTAC for assistance/advice**

Finding Opportunities

Marketing Strategies

Government Contracting *is* Business

- **Agency match/search and Agency web sites**
- **Agency forecasts**
- **Competitor searches**
- **Attend conferences and seminars**
  - PTAC events/seminars http://www.ptacsofmichigan.org
  - SADBU Office conferences/seminars
- **Network**

  Contracting associations:

  Association of United States Army (AUSA) http://www.ausa.org/

  National Contract Management Association (NCMA) http://www.ncmahq.org/ or http://intranet.ncmahq.org/detroit/default.aspx

  National Defense Industry Association (NDIA) http://www.ndia.org/ or http://www.ndia-mich.org/

  Society of American Military Engineers (SAME) http://www.same.org or http://www.same-DETROIT.org/

Finding Opportunities

The DLA Buying Centers

Procures, manages, stores, and distributes **4.1 million items** for U.S. military customers, other U.S. federal agencies, and allied forces throughout the world.

Online Course: Doing Business with DLA

http://www.dtc.dla.mil/dsBusiness/Default.htm

What DLA Buys

http://www.dtc.dla.mil/dsBusiness/Course.htm

DLA Magazine - DLA Loglines:

http://www.dla.mil/DLAPublic/DLA_Media_Center/Publications/PublicationArchives.aspx?ID=Publications-LogLines

Finding Opportunities

TACOM LCMC

Managing and Supporting the Army's

Weapon Systems, Vehicles Spares, Services

TACOM Procurement Network

http://contracting.tacom.army.mil/

Solicitations are issue from 7 different locations:

Anniston Army Depot, AL

Sierra Army Depot, CA

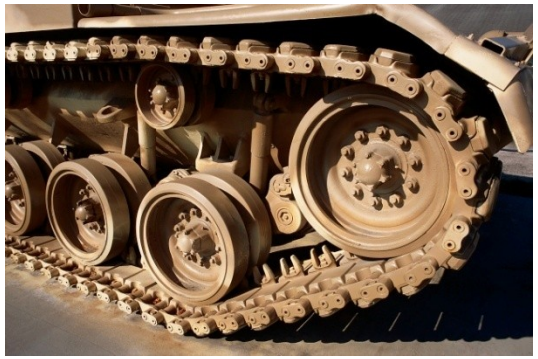
TACOM Picatinny, NJ

Red River Army Depot, TX

TACOM Rock Island, IL

TACOM Warren, MI

Watervliet Arsenal, NY



Finding Opportunities

General Services Administration (GSA)

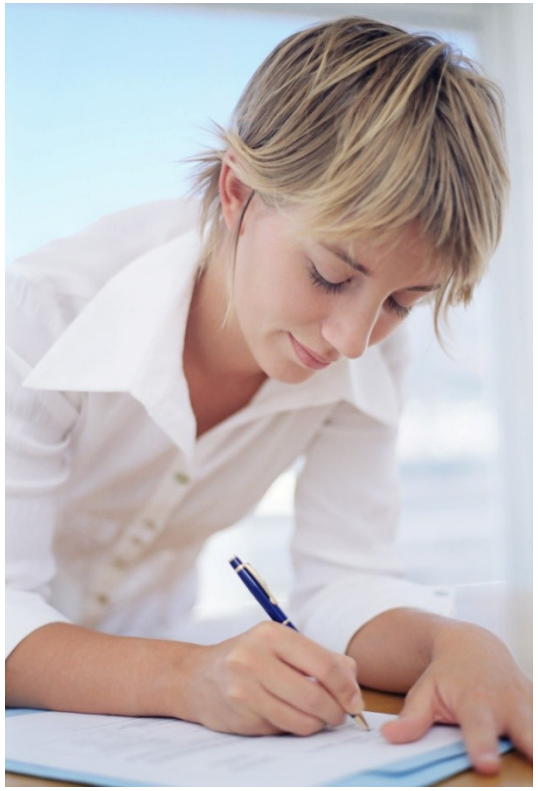
GSA is the contract source for billions of dollars worth of commercial products and services for federal agencies.

- Services: consulting; staffing; IT; disaster relief; law enforcement, fire & security; travel/transportation
- Products: vehicles/watercraft; tools, hardware & machinery; buildings/building materials; furniture, lab & medical supplies, office supplies/equipment; electronics; IT products
- Obtain a GSA *Schedule* to be a GSA "vendor"

http://www.gsa.gov

Search schedules to see where/if you fit in:
http://www.gsaelibrary.gsa.gov/ElibMain/ElibHome

Contract Preparation & Administration



Federal Acquisition Regulations (FAR)

"The Federal Acquisition Regulations System is established for the codification and publication of uniform policies and procedures for acquisition by all executive agencies."

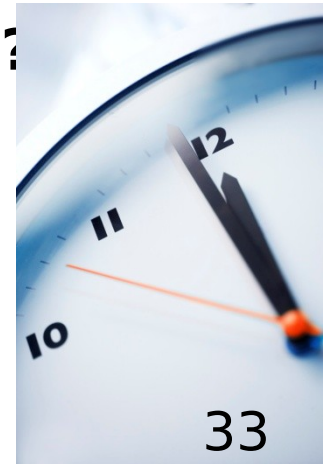
★ **Always be familiar with the FAR clauses in your solicitations and contracts!**

FARS
http://acquisition.gov/far/index.html
(under Current FAR, click HTML format)

How the Government Makes Awards

Is the bidder responsive?

- Did the bidder provide all information requested?
- Did the bidder respond to all sections requiring a response?
- Did the bidder submit a sample, if requested?
- Did the bidder acknowledge amendments?
- Did the bidder submit their bid on time?



How the Government Makes Awards

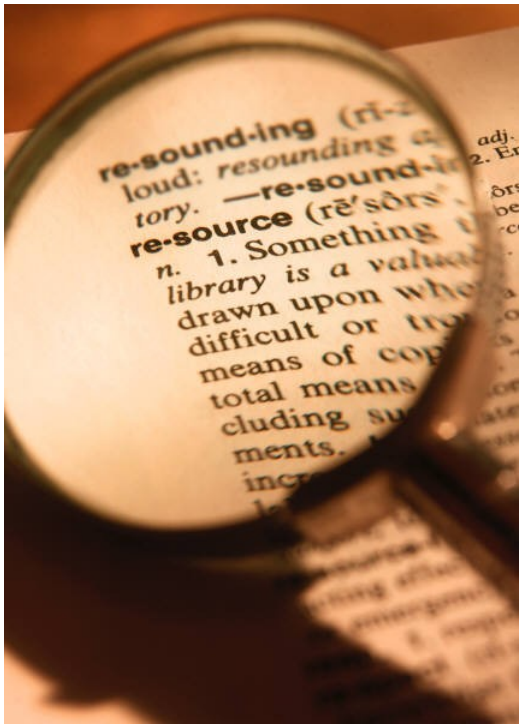
Is the bidder responsible?

- Past Performance – has the bidder performed the same type of work before?
- What is the bidder's likelihood for success?
- What are the bidder's financial capabilities?

Payment

- **SAM registration is required**
- **Wide Area WorkFlow (WAWF)** – supports DoD efforts to reduce unmatched disbursements in the DoD receipt, acceptance, entitlement, and payment process https://wawftraining.eb.mil/
- **Prompt Payment** – (FAR Subpart 32.9) The due date for the Government to make an invoice payment is the 30th day after the designated billing office receives a proper invoice from the contractor.

Resources for Government Contractors



Resources for Government Contractors

If You are *Not* Awarded the Contract

Timeliness is Imperative!

- **Debriefing**
  According to FAR 15.506 Contact the contracting officer within 3 days!
- **Bid Protest**
  Improper award
  http://www.gao.gov/decisions/bidpro/bid/intro.html
  (General Accounting Office)

Resources for Government Contractors

Freedom of Information Act (FOIA)

Note:

- An agency has **20 working days** to respond to a FOIA request
- An agency may charge for responding to the FOIA request
- To make a FOIA request, contact the FOIA office at the particular agency the information resides

How to file a FOIA request: http://www.firstamendmentcenter.org (search "FOIA")

Resources for Government Contractors

Current Events/News

- **Armed Forces Journal** http://www.afji.com/
- **Defense News** http://www.defensenews.com/
- **Global Security** http://www.globalsecurity.org
- **Federal Computer Week** http://www.fcw.com
- **Federal Times** http://www.federaltimes.com/
- **Government Executive** http://www.govexec.com
- **Government Computer News** http://www.gcn.com
- **Government Technology** http://www.govtech.net
- **National Journal** http://www.nationaljournal.com/njonline/
- **Washington Technology** http://www.wtonline.com
- **Washington Post** http://www.washingtonpost.com/

Checklist…

- Obtain DUNS Number
- Identify commodity codes
- Register in SAM
- Perform market research
- Search for opportunities
- Bid
- Debrief

PTAC Contact Information

For more information on today's presentation, please contact:

Macomb Regional PTAC
586-498-4122

www.ptacsofmichigan.org

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